

U.S. SMALL BUSINESS ADMINISTRATION  
SMALL BUSINESS PROCUREMENT SCORE CARD  
GUIDANCE  
ATTACHMENT 4

**AGENCY: DEPARTMENT OF HOUSING & URBAN DEVELOPMENT**

**EVALUATOR:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**PLAN (RIGHT SIDE OF SCORECARD)**

***Evaluation Measure #1 (First Scorecard - Plan)***

**Implemented strategic plan to increase the value of *competitively* awarded contracts to small businesses during the period**

**How will SBA evaluate response?**

The agency will need to clearly define and document a strategy to increase competitive opportunities under procurement preference programs.

Examples:

- Schedule showing an outreach calendar of events, such as vendor outreach session for specific preference groups (e.g. women-owned small business, service disabled veteran owned small business, HUBZone, etc.)
- An annual or multi-year plan to increase the number of competitively awarded contracts to small businesses during the period

- Yes or No? \_\_\_\_\_ Agency clearly defined and documented a strategy to increase competitive opportunities under procurement preference programs.

**Brief Agency Comment for Scorecard:**

**Outreach:** Outreach is a critical component of OSDBU's strategy to maximize small business utilization at HUD. Before identifying and committing to a wide array of activities in this area, it must be noted that:

1. The agency is under a continuing resolution and funds are being allocated by the Chief Financial Officer on a quarterly basis. During the first quarter of FY 09, OSDBU's travel budget is \$650. This limits OSDBU participation in events outside of the District of Columbia, Maryland and Virginia area. OSDBU has identified three events within the Metro area in which we can pay the exhibit cost, in order to, provide one on one match making representation and disseminate HUD information. OSDBU will continue to provide two education and outreach sessions per month to small businesses with

emphases on: Small Businesses, Small Disadvantaged Businesses, WOSB, HUBZone, Veteran Owned and SDVOSBs. Evaluations of each session will be conducted and quarterly reports will be submitted. These sessions will commence January 2009.

2. **Small Business Conference:** OSDBU in conjunction with HUD's major program offices are negotiating to host a National Small Business Conference during the second quarter of FY09. OSDBU will evaluate the effectiveness of this conference and submit a report within 30 days of the conclusion of the conference. Each of HUD's major Program Offices has designated a Small Business Marketing Manager. Small businesses who are interested in doing business with HUD are encouraged to make initial contact with these individuals to market their services. On Thursdays, the OSDBU Director meets with small businesses to learn about their products and services and introduces them to a Business Utilization Development Specialist (BUDS), who will help them identify opportunities at HUD, discuss HUD's prime and subcontracting opportunities (including the types of products and services that HUD purchases) and mentoring. If businesses are unable to meet with the OSDBU in Washington, D.C. they can setup conference calls. This information is located on HUD's website at <http://www.hud.gov/offices/osdbu/contact.cfm>.
3. **Agency Performance Reports:** OSDBU will continue using procurement data populated in the Federal Procurement Data System – Next Generation (FPDS-NG) to generate quarterly reports that convey feedback to HUD agency heads on their small business utilization performance goals. OSDBU and the Office of the Chief Procurement Officer (OCPO) will continue to issue monthly reports to keep Agency officials on top of Service-Disabled Veteran-Owned and HUBZone Small Business procurement performance.

**Education:** OSDBU will continue to participate in the procurement planning and the development of procurement strategies with HUD program offices. To ToThese actions include, but not limited to:

1. OSDBU will continue to review all annual plans and make recommendations to improve
2. improving the percentage of small business contract opportunities.
3. OSDBU will continue to review all contract actions and purchase orders in accordance with HUD's Policy Statement signed by the Secretary March 21, 2005. OSDBU will insureinsureensure that the Chief Information Officer (CIO) and the Chief Procurement Officer (CPO) sign HUD's small business goal submission to the SBA on a quarterly basis;.
3. HUD has a Contract Management Review Board (CMRB) which was established by the Secretary. OSDBU always served as a no-voting member on the CMRB and recently became a voting member. The Small Business Policy will be amended to include this new responsibility. Until such time a new Secretary is appointed, OSDBU will issue a joint memorandum with the CMRB to HUD's principal staff to ensure that the program offices are advised. This memorandum will be issued no later than November 15, 2008.
4. During this review period, OSDBU and HUD's program offices are working on one of the

Secretary's Impact 200 Day Priority Initiatives of which one is to **Strengthen and Improve the Procurement and Acquisition Process**. OSDBU will report on the progress of this initiative at the end of the first quarter. This initiative gave OSDBU the opportunity to have tremendous input to which would ensure that the small business goals are met. This initiative is expected to be completed by December 15, 2008.

4. Subcontracting Plans: OSDBU will continue to review all subcontracting plans for contracts

Contracts to large businesses that are greater than \$550,000, and approve plans supportive of HUD's goals established by the SBA. OSDBU will continue to forward notice of approved/disapproved subcontracting plans to the respective Contract Specialist. OSDBU will continue to review the Electronic Subcontracting Reporting System (eSRS) and report annual subcontracting performance on HUD contracts administered

Administered by contracting activities. OSDBU in conjunction with the OCPO will issue guidance during this review period to HUD's program offices. The guidance will identify those primes who are failing and are not in compliance after HUD has identified corrective action.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure # 2 (First Scorecard - Plan)**

**Demonstrated top-level Agency commitment to small business contracting during the period.**

**How will SBA evaluate response?**

The agency will need to have a documented expression of commitment to small business contracting at the agency-head, or deputy agency-head, level within the previous twelve months.

Examples:

- Affirmative public statements by senior level executives supporting award of contracts under socioeconomic procurement preference programs.
- Affirmative internal statements by senior level executives encouraging or mandating award of contracts under socioeconomic procurement preference programs.
- Inclusion of such commitment to award of contracts under socioeconomic procurement preference programs in strategic and/or operating plans, and/or annual individual performance work plans; etc.

- **Yes or No?** \_\_\_\_\_ Agency provided a documented expression of top-level agency commitment.

**Brief Agency Comment for Scorecard:**

Due to past and present media coverage of HUD's acquisition processes, the agency is currently working on improving the acquisition process. HUD's Secretary has made this a major priority of Impact 200 Day Priority Initiatives. OSDBU is on the committee that has responsibility to

"Deliver Effective, Timely Service to our Customers, Employees and Partners". One key initiative is to "Strengthen and Improve the Procurement and Acquisition Process". The target date of completion is December 15, 2008. OSDBU will provide SBA written support to demonstrate HUD's commitment to improve upon its support of awarding contracts under the socio-economic procurement preference programs.

OSDBU in conjunction with the OCPO will make modifications to its Agency Policy Statement to incorporate HUD's e-SRS subcontracting requirements, and update HUD's Acquisition Regulation (HUDAR) dated February 13, 2006.

The Deputy Secretary issued a directive to HUD program offices for implementing the Service-Disabled Veterans Executive Order 13360. HUD supports the strategy for implementing the Executive Order and strives to meet the 3% goal. OSDBU plans to feature at least three Vendor Outreach Sessions for the Service-Disabled Veteran-Owned (SDVOB) small business community. (tentative schedule attached)

In an effort to maximize small business utilization, OSDBU analyzed numerous national trade association events, conferences, and procurement seminars throughout the Washington, Maryland and Virginia area and has developed a tentative Outreach Calendar for FY 2009. (See Attached)

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure # 3 (First Scorecard - Plan)**

**Planned significant events to increase small business participation in the procurement process during the period.**

**How will SBA evaluate response?**

The agency will need to have enacted a comprehensive small business plan that includes written policies and procedures focused on improving the competitive environment and increasing small business participation in the procurement process.

Examples:

- Plans to sponsor relevant outreach events or educational activities.
- Plans to implement a relevant supplemental small business policy or procedure.
- Plans to work with SBA on small business matchmaking events for members of socioeconomic preference programs such as women-owned small businesses, service-disabled veteran-owned small businesses, and HUBZone certified firms.

- Yes or No? \_\_\_\_\_ Agency clearly enacted a comprehensive small business program

**Brief Agency Comment for Scorecard:**

OSDBU in conjunction with the Chief Procurement Officer (CPO) and HUD's Contract

Management Review Board (CMRB) will sign a memorandum addressed to HUD Principal Staff which includes the Secretary, Deputy Secretary and Assistant Secretaries. The memorandum will require that each program office reevaluate their strategic procurement plans and identify the percentage of contract dollars allocated to each socio-economic program by November 30, 2008. OSDBU will provide SBA copies of this information by January 2009. (See Attachment).

Currently, the OSDBU Director reviews all acquisitions over \$500,000 and the OSDBU BUDS review and concur on all acquisitions up to \$500,000. This process will continue to ensure that SBA goals can be met for FY 09.

OSDBU will continue to have its outreach sessions commencing in January 2009. OSDBU will focus on HUBZone and Service Disabled Veteran Owned Business (SDVOB). The agenda will be comprehensive in that it will address how to do business with HUD, types of contract opportunities current and future. It will also give our external clients the opportunity meet HUD's program representatives.

The agency is under a continuing resolution and funds are being allocated by the Chief Financial Officer on a quarterly basis. During the first quarter of FY 09, OSDBU's travel budget is \$650. This limits OSDBU participation in events outside of the District of Columbia, Maryland and Virginia area. OSDBU has identified three events within the Metro area in which we can pay the exhibit cost, in order to, provide one on one match making representation and disseminate HUD information. OSDBU will continue to provide two education and outreach sessions per month to small businesses with emphases on: Small Businesses, Small Disadvantaged Businesses, WOSB, HUBZone, Veteran Owned and SDVOSBs. Evaluations of each session will be conducted and quarterly reports will be submitted. These sessions will commence in January 2009.

**Small Business Conference:** OSDBU in conjunction with HUD's major program offices are negotiating to host a National Small Business Conference during the second quarter of FY09. OSDBU will evaluate the effectiveness of this conference and submit a report within 30 days of the conclusion of the conference. Each of HUD's major Program Offices has designated a Small Business Marketing Manager. Small businesses who are interested in doing business with HUD are encouraged to make initial contact with these individuals to market their services. On Thursdays, the OSDBU Director meets with small businesses to learn about their products and services and introduces them to a Business Utilization Development Specialist (BUDS), who will help them identify opportunities at HUD, discuss HUD's prime and subcontracting opportunities (including the types of products and services that HUD purchases) and mentoring. If businesses are unable to meet with the OSDBU in Washington, D.C. they can setup conference calls. This information is located on HUD's website at <http://www.hud.gov/offices/osdbu/contact.cfm>.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure# 4 (First Scorecard – Plan)**

**Demonstrates that small business data is accurately reported in FPDS-NG during the period**

**How will SBA evaluate response?**

The agency will need to have established and documented a plan to ensure that small business data is accurately reported in FPDS-NG.

Examples:

- Plan to verify and validate FPDS-NG data, pursuant to Office of Federal Procurement Policy Memorandum of March 9, 2007, entitled Federal Procurement Data Verification and Validation.
  - Plans to encourages businesses to update their CCR information to accurately reflect size and social-economic business status
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- Yes or No? \_\_\_\_\_ Agency has established and documented a process to ensure that small business data is accurately reported in FPDS-NG.

**Brief Agency Comment for Scorecard:**

HUD's Chief Procurement Officer has appointed a full time Management Analyst who is physically located in the OCPO, Office of Policy and Systems. He oversees the agency's day to day FPDS-NG system requirements as outlined in the FPDS-NG Handbook. In addition, he provides each program office representative with bi-weekly, monthly and quarterly reports regarding the status of HUD's small business goals.

OSDBU and OCPO staff will continue to diagnose and correct coding issues that arise within FPDS-NG to ensure the accuracy of HUD procurement data.

OSDBU will have the OCPO incorporate FPDS-NG training during the quarter training sessions which will commence during the second quarter of FY 09. (See Attachment)

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure# 5 (First Scorecard – Plan)**

**Demonstrates that policies and procedures are in place to ensure compliance with subcontracting plans and attainment of subcontracting goals during the period**

**How will SBA evaluate response?**

The agency will need to have established, documented, and enacted a systematic plan to enforce small business subcontracting plans and to meet subcontracting goals.

Examples:

- Plans to use the Electronic Subcontracting Reporting System (eSRS) to manage compliance with subcontracting goals and to ensure attainment of subcontracting goals.
- Plans to provide assistance and support to prime contractors to ensure compliance with

subcontracting plans.

- Yes or No? \_\_\_\_\_ The Agency has established, documented, and enacted systematic plan to enforce small business subcontracting plans and to meet subcontracting goals

**Brief Agency Comment for Scorecard:**

OSDBU will continue to review all subcontracting plans for contracts to large businesses that are greater than \$550,000. OSDBU will continue to forward notice of all approved/disapproved subcontracting plans to the respective contracting officers. OSDBU in conjunction with the OCPO will produce a bi-annual report to program offices apprising them of their contractors overall performance during this reporting period to assist them with taking corrective action.

OSDBU and OCPO will continue to participate in the eSRS User Group meetings to participate in the discussions regarding eSRS oversight, subcontracting plan process etc. OSDBU is the Agency Coordinator and the point of contact for the OCPO. As processes change and/or updated, OSDBU will continue to keep open communications with HUD eSRS users to ensure the timely submission of the Federal Government Subcontracting Accomplishment Report to SBA.

OSDBU/CMRB will prepare a memorandum for the Deputy Secretary's signature to all principal staff regarding FY 09 small business subcontracting plans and goals requirements.

OSDBU publish subcontracting opportunities list featuring HUD prime contracts with available subcontracting opportunities.

The OSDBU will analyze and review existing policies and procedures to ensure the compliance with subcontracting goals and plans. During the first quarter of FY 09, OSDBU in conjunction with the OCPO will execute guidance to our internal program offices which will outline how this measure will be met.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure # 6 (First Scorecard – Plan)**

**Demonstrated no unjustified bundling has taken place during the period**

**How will SBA evaluate response?**

The agency will need to have established, documented, and enacted systematic action plans to be taken to ensure no unjustified bundling has taken place during the reporting period.

Examples:

- Plan to improve bundling activities review process.
- Plan to review FPDS-NG for all agency bundlings coded.

- Yes or No? \_\_\_\_\_ The Agency has established, documented, and enacted systematic actions to be taken to ensure no unjustified bundling has taken place during the reporting period.

**Brief Agency Comment for Scorecard:**

OSDBU will establish an acquisition bundling review committee as a sub committee of the CMRB. The Deputy Secretary will be notified of all bundling decisions. The OSDBU Director will continue to review acquisitions at a threshold of \$500,000 and above. OSDBU/CMRB will prepare a report of acquisitions reviewed with status of results. HUD's Policy Statement signed by the Secretary/Deputy will be utilized to avoid bundling of contracts. OSDBU will continue to review and make recommendations on all program office procurement plans. OSDBU will review all procurement. OSDBU and OPC will continue to conduct Market Research on all new prime contracts in order to increase contracting opportunities for small businesses.

OSDBU will distribute the memorandum signed by the Deputy Secretary to Principal staff regarding FY 09 Small Business Subcontracting Plans and Goals Requirements.

OSDBU, OCPO, OGC will develop a set of solicitation provisions and evaluation factors to address small business subcontracting under full and open competitions and buys under GSA Schedule contracts/other government-wide contracts.

Work with SBA to disseminate best practices and lessons learned and incorporate them into training courses and materials.

OSDBU in conjunction with CPO and OGC will review and revise procurement policies in the HUD Acquisition Regulation (HUDAR) to ensure maximum opportunity for small businesses.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure# 7 (First Scorecard - Plan)**

**Planned training to contracting staff/managers in executing small business/socioeconomic procurements during the period**

**How will SBA evaluate response?**

The agency will need to have planned at least 1 training session for the reporting period.

Acceptable responses may include, but need not be limited to the following:

- Maintenance of educational Intranet sites on small business programs covering program direction, critical documents, links to laws, regulations, and external contracting tools and resources.
- Plans to implement small business program orientation and training especially focusing on socioeconomic procurement preference programs such as women-owned small business, service-disabled veteran-owned small business, and HUBZone certified firms.



Yes or No? \_\_\_\_\_ The Agency has planned training for contracting staff/managers in executing small business/socioeconomic procurements.

OSDBU in conjunction with the CPO conduct three training sessions to HUD's program office contract representatives to educate them on small business procurement issues/developments. These sessions will also include education on identify SDVOB and HUBZone businesses. OSDBU has developed a tentative schedule for fiscal year 2009.

**Brief Agency Comment for Scorecard:**

OSDBU in conjunction with the CPO will conduct three training sessions to HUD's program office contract representatives to educate them on small business procurement issues/developments. These sessions will also include additional guidance on identifying SDVOB and HUBZone businesses.

OSDBU has developed a tentative schedule for fiscal year 2009. Funding has been requested to sponsor a one and a half day training session to enrich the comprehension of small business participants, including HUD contracting staff and managers.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure# 8 (First Scorecard - Plan)**

**Planned to collaborate with SBA on formulation of small business procurement policy initiatives during the period**

**How will SBA evaluate response?**

The agency will need to demonstrate its intent to collaborate with SBA on at least one small business procurement policy initiative during the reporting period.

Acceptable responses may include, but need not be limited to the following:

- Active participation in the Small Business Procurement Advisory Council in small business procurement policy discussions.

Yes or No? \_\_\_\_\_ The Agency has planned to collaborate with SBA on formulation of small business procurement policy initiatives during the period .

**Brief Agency Comment for Scorecard:**

OSDBU will attend the meetings of the Small Business Procurement Advisory Council during FY 09 and actively participate in discussions and committees relating to small business policy.

OSDBU will invite the Small Business Administration and General Services Administration to the Department of HUD's vendor outreach sessions.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**Evaluation Measure# 9 (First Scorecard - Plan)**

**Agency submits all strategic plans and reports that became due to SBA during the reporting period**

**How will SBA evaluate response?**

In order to receive credit for this element, the agency will need to have met 100% of deadlines for all required strategic plans and annual reports that were due to SBA, within the reporting period. (That is, from October 1, 2007 through the date of submission of the First Scorecard Report to SBA. See Attachment 6.)

- Yes or No? \_\_\_\_\_ Agency has met 100% of deadlines for all required strategic plans and annual reports that were due to SBA

(See Attachment 6, Mandatory Agency Reports Due to SBA)

**Brief Agency Comment for Scorecard:**

Small Business Innovation Research (SBIR) Annual Report: HUD does not participate in the SBIR Program and does not plan to submit a related report.

Small Business Technology Transfer (STTR) Annual Report: HUD does not participate in the STTR Program and does not plan to submit a related report.

Competitive Demonstration Program Report: HUD does not participate in the Competitive Demonstration Program and does not plan to submit a related report.

HUD will continue to submit required strategic plans and annual reports that are due during this reporting period.

Annual Report and Fiscal Year Update for Strategic Plan Contract with Service Disabled Veteran-Owned Small Businesses (SDVOSB) – SDVOSB Report will be forwarded to SBA Goaling Manager by January 31, 2009.

Annual Contract Bundling Report – During this period, HUD had no bundled contract. HUD has two contracts which were awarded in FY 05 and not due to expire until 2015. Bundling Report will be forwarded to SBA Goaling Manager by January 31, 2009.

Progress Report on Increasing Opportunities for Women-Owned Small Businesses. Progress Report will be forwarded to SBA Goaling Manager by January 31, 2009.

Corrective Actions to Address Unmet FY 2007 Socio-Economic Goals – Corrective Actions Report will be forwarded to SBA Goaling Manager by January 31, 2009.

**Evaluator Comments:**

**Brief SBA Comment for Scorecard:**

**DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT**

**OFFICE OF SMALL AND DISADVANTAGED  
BUSINESS UTILIZATION (OSDBU)**

Date: TBD  
Location: TBD

**“WAYS TO IMPROVE OUR SMALL BUSINESS PORTFOLIO”**

**INTRODUCTION**

Valerie T. Hayes..... Acting Director,  
OSDBU

- OSDBU’s Role and Internal process & requirements
  - Reasons, Responsibility and Purpose
  - Goals for FY 2009 and FY 2008 achievements
  - Continued areas of deficiency (SDVOSB and HUBZone)
  - Small Business Conference (if budget permits) & Vendor outreach days
  - Subcontracting and eSRS

Annette E. Hancock..... Deputy Chief  
Procurement Officer

- OCPO’s Role and Internal process & requirements
  - Market Research
  - Expanded use of Small Businesses Programs through during the Acquisition Planning and Strategic Planning phases
  - Continued support of small business throughout the contract life cycle

**ADDITIONAL WAYS TO IDENTIFY AND OBTAIN QUALIFIED SMALL  
BUSINESSES**

TBD..... Small Business  
Administration

TBD..... General Services  
Administration

**QUESTION & ANSWER**

**CLOSING REMARKS**

Office of Small and Disadvantaged Business Utilization (OSDBU)  
Fiscal Year 2009 Outreach Events Schedule

DATE	EVENT/LOCATION	SPONSOR/CONTACT INFORMATION
01/21/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
01/22/09	OSDBU Small Business Outreach Session (Veteran's session) Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
02/18/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
03/24/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
03/25/09	OSDBU Small Business Outreach Session (Veteran's session) Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
04/22/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
05/27/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
05/28/09	OSDBU Small Business Outreach Session (Veteran's session) Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
06/24/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>

07/22/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
07/23/09	OSDBU Small Business Outreach Session (Veteran's session) Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>
08/27/09	OSDBU Small Business Outreach Session Washington, DC	US Department of Housing and Urban Development/OSDBU, for information contact <a href="mailto:Ozema.Moore@hud.gov">Ozema.Moore@hud.gov</a>